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[1950]

Index

From The

CENTER OF THE SOUTH

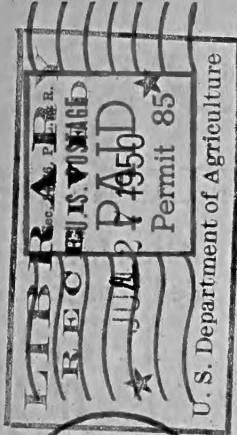
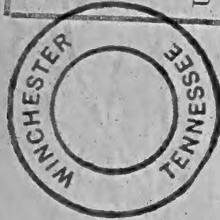
The **SOUTHERN** **NURSERY CO.** **INC.**
AND **LANDSCAPE**

Established in 1872

TELEPHONE 2302

2001 Seventh Ave.

Winchester, Tennessee



Library, U. S. Department of Agriculture
Washington, 25, D. C.

POSTMASTER: If addressee has moved and new address is known, notify sender on FORM 3547. In case of non-delivery for any reason, make reason known thereon and return to sender. Return Postage Guaranteed

PINK DOGWOOD

"CORNUS FLORIDA RUBRA"

3 To 4 Foot Size Illustrated. We Also Have 2 to 3 Foot and 18 to 24 Inch.
All Nursery Grown — All Well Branched — And All Really Sturdy

WELL
BRANCHED

We Sell No Pink
Dogwood Whips

Sturdy, straight trunk. We stake it in the nursery row to make it straight.

But you certainly won't have to stake our Pink Dogwood when you plant it, because this tree has been in the field 2 years and we mean it's **STURDY**.

BUDDED HERE AND MEASURED FROM
HERE—NOT FROM THE ROOTS UP.

This Much
Height Is

"FREE"

2 YEAR ROOTS

Too, and Plenty
of Them.

This is an illustration of the tree as you will receive it in thoroughly dormant condition. It transplants easily bare root. Belling and bur-lapping is not needed.

The exquisite pink flowers appear just before the leaves and last for weeks.

They are followed by multitudes of bright red berries in the fall which stay on the tree well into the winter.

The ultimate height is 15 to 20 feet. It is always a neat, symmetrical, perfectly hardy small tree, very resistant to all insect pests and disease and never gets out of bounds.

*There Just Isn't
Anything Better For
LANDSCAPING*

All our Pink Dogwood is field budded on the native white Dogwood, *Cornus Florida*, seedlings especially grown for that purpose and stay 2 years or more in the nursery row in real Dogwood soil. Dogwood really grows here—the woods are full of it. We could collect millions of wild plants and sell them at a ridiculous figure but we don't do that. We wouldn't want to sell that kind of stock and you wouldn't want to buy it.

18 to 24 Inch \$1.25 2 to 3 Feet \$1.75 3 to 4 Feet \$2.50

Graded By The Rigid American Association of Nurserymen Standards

FLOWERING CRABAPPLES

HOPA—ELEYI—NEIDZWETSKYANA

2 YEAR 4 TO 5 FOOT SIZE ILLUSTRATED. WE ALSO HAVE 1 YEAR WHIPS
(Not Branched) 2 1/2 TO 5 FEET—2 YEAR 3 TO 4 FEET—AND 2 YEAR 5 TO 6 FEET

WELL
BRANCHED

2 YEAR
TOP

SMOOTH
STURDY
TRUNK

MEASURED FROM HERE

3 YEAR
ROOT

FLOWERING Crabapples are one of the best of all ornamental flowering trees.

Because they are vigorous growers with attractive bark and foliage and an outstanding display of blossoms early in the Spring.

And because they require no petting or pampering. They transplant easily and, due to their vigorous disease and insect free habit, make an immediate show yet never crowd the garden as they remain a low tree under 20 feet quite suited to even the smallest grounds. With this in mind these three varieties are especially recommended.

HOPA — Covered with bright red buds bursting into deep pink fragrant flowers followed by lots of tiny red apples in Summer, the leaves are a rich red-bronze.

ELEYI — The light red blossoms open from red buds just as the young red leaves begin to unfurl and are followed by red fruit and rich green leaves later in the season.

NIEDZWETSKYANA — A very conspicuous form with purplish leaves and reddish bark and wood. The flowers and fruit are a deep purple-red.

These flowering crabapples are grafted on root-pruned, transplanted, western-grown apple seedlings and make a straight, strong, unbranched whip the first year. The next Spring these whips are topped at a height of 30 inches to make them branch heavily and uniformly during the second year. They are sprayed regularly throughout both growing seasons and grown on a clay loam soil which produces a heavy branched root system assuring your customer of a tree which will transplant unusually well. They are never dug until all foliage has been shed in the Fall and the temperature is low enough to insure well ripened bark.

1 Yr. Whips 2 1/2-5' 30c—2 Yr. 3/4' Branched 40c—2 Yr. 4/5' Branched 50c
2 Yr. 5/6' Branched 65c

The Southern Nursery & Landscape Co., Inc.
WINCHESTER, ESTABLISHED 1872 TENNESSEE





Why **GAMBLE**

ON YOUR CUSTOMER RELATIONS?



IN THE YEARS TO COME your customers will remember you (good or bad) by the quality of the plant you sold them and not by how much you charged them. The price is soon forgotten but not the quality. Build a clientele of satisfied customers - handle only the best.

Then, too, WHY GAMBLE on securing certain plants you know you are going to need for the coming season? Ornamental trees are going to be scarce this coming year. Turn over to the other side of this leaflet and make out that order today. We'll ship whenever you say.

All our nursery stock is graded by the strict American Association of Nurserymen standards. Our field men have had many years of experience in growing and handling nursery stock. Our shipping department takes every precaution to see that all material is properly packed for the trip ahead of it.

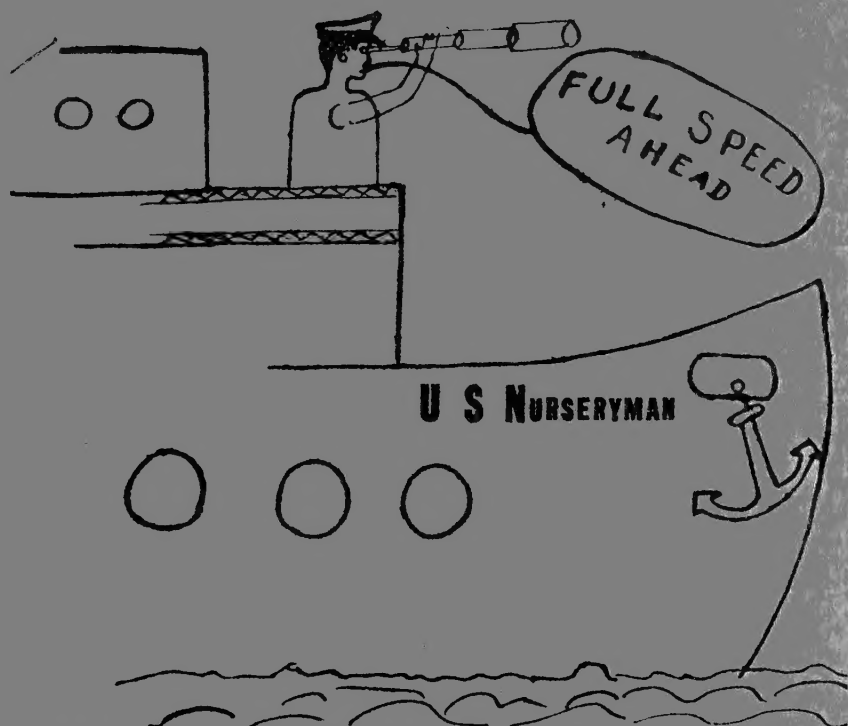
WHY GAMBLE? Take a large part of the risk out of your operations by buying

FROM

The Center Of The South

The **SOUTHERN** **NURSERY** CO.
AND **LANDSCAPE** INC.

WINCHESTER, TENNESSEE



FULL SPEED AHEAD!

The Smooth Seas Of
Strong Consumer Demand

That's the command the Captain of the ship gives when he sees something ahead to hinder the progress of his ship. All nurserymen are fortunate in being in much the same situation. There appears to be nothing in the immediate future to hinder you from having another good year of business. Your success during this coming year depends largely on how well you serve your customers and how efficiently you operate your business. To serve your customers well you must have what they want -- when they want it. It must be of the highest quality possible and at a price they are willing to pay. These leaflets during the coming months will carry items we know are good. Everything offered will be of the very best quality and you will agree that the prices are right. We think you should estimate your needs early - place your order with us - and then rest assured that you are going to get just what you ordered. During this past shipping season we had to turn down many orders because certain items were sold out. In practically every case, if the orders had been placed earlier, we could have taken care of them. HOW MANY DOLLARS DID YOU MISS THIS PAST SEASON BECAUSE YOU DIDN'T HAVE THE ITEMS YOUR CUSTOMERS WANTED?

We, here at the CENTER OF THE SOUTH, are expanding our production as fast as we can, but the increased demand (particularly on ornamental stock) has greatly exceeded the supply. It appears that this condition will continue to exist for the next two or three years. TOP-QUALITY NURSERY STOCK CANNOT BE GROWN OVER NIGHT. We fully realize that you cannot tell the exact quantity of any given item you are going to need for the coming season, but you can make a close estimate and place your order for that amount and take a lot of the last minute worry off your shoulders.

The economic forecasters tell us that efficient, aggressive management will bring in profits for the year ahead. Plan your operations accordingly and **FULL SPEED AHEAD!**

Place that order **TODAY**

To: **THE CENTER OF THE SOUTH**

The SOUTHERN NURSERY CO. INC.
Established in 1872 **AND LANDSCAPE**

TELEPHONE 2303

WINCHESTER, TENNESSEE

DANIELL THE PRINTER, WINCHESTER, TENN.

